



# 2015 Be Tick Smart High School Video Contest

## Purpose

Participation in the **Be Tick Smart High School Video Contest** provides students with a challenging opportunity to exercise their imagination. Working individually or in teams, students will produce a 60-second public service announcement (PSA) that focuses on educating the general public about Lyme disease prevention.

Staff from the Vermont Department of Health (VDH) will judge video submissions based on their creativity, accuracy of educational information and production quality. The top three winning videos will receive prizes and will be featured on the Health Department's website.

1<sup>st</sup> prize is a \$100 gift card (for an individual) or a \$200 gift card split among a team of participants.

2<sup>nd</sup> prize is a \$50 gift card (individual) and \$100 split among a team.

3<sup>rd</sup> prize is a \$25 gift card (individual) and \$50 split among a team.

Videos will be posted on the Health Department website, and may run on local television stations.

## Eligibility

All students in grades 9 – 12, including homeschoolers who are currently residing in the state of Vermont are eligible to participate in the 2015 **Be Tick Smart High School Video Contest**.

## Rules & Guidelines

- One entry per individual or team will be accepted. Submission deadline is May 1, 2015.
- All contest entries must be original work created by the student participant(s). Teachers may provide guidance/direction to students but must not participate or feature in the production of the video entry.
- Videos must conform to the PSA format, and must be as close to 60-seconds (without going over) in length. Refer to the PSA Guidelines at: [healthvermont.gov/prevent/zoonotic/tickborne/documents/PSAGuidelines.pdf](http://healthvermont.gov/prevent/zoonotic/tickborne/documents/PSAGuidelines.pdf)
- PSA videos are uploaded to the Health Department's YouTube channel.

- Only videos with content deemed appropriate for the general public will be accepted. No gratuitous sex, violence, profane language or other offensive material will accepted.
- Videos must not highlight actual products, labels or corporate names. Product labels should be covered.
- All videos must comply with copyright regulations.
- All video submissions will become the property of the Vermont Department of Health.
- To enter: email, fax or mail a completed entry form to:

Shari Levine  
 Video Contest  
 Vermont Department of Health  
 Health Surveillance  
 108 Cherry Street  
 Burlington, VT 05401  
 shari.levine@state.vt.us  
 802-863-7240 (phone) or 802-865-7701(fax)

- Entries must include a teacher's or other adult's signature verifying that the video is the work of students in grades 9 – 12, including students who are homeschooled.
- Upload your video to YouTube.com and send the link to [shari.levine@state.vt.us](mailto:shari.levine@state.vt.us). If you have trouble with this, please email or call with questions.
- Any questions will be addressed by contacting Shari Levine at the Vermont Department of Health at 802-863-7240, toll-free in state at 800-640-4374, or by emailing shari.levine@state.vt.us.
- Any violation of the guidelines and rules will result in disqualification of the video.

## Criteria

Videos will be judged based on the following criteria:

- **Direction:** how successful is the individual/team at incorporating the video guidelines?
- **Creativity and Originality:** how creative/innovative are the ideas presented in the video? Does the video convey the message in such a way that the audience can connect to it?
- **Accuracy:** how accurate is the information about ticks and Lyme disease?

- **Production Quality:** Are the images easy to see, and is the dialogue (audio) easy to hear?

### **Notes about the Prize Winner(s)**

- The Vermont Department of Health staff will judge video submissions based on their creativity, accuracy of educational information and production quality.
- 1<sup>st</sup> prize is a \$100 gift card (for an individual) or a \$200 gift card split among a team of participants.
- 2<sup>nd</sup> prize is a \$50 gift card (individual) and \$100 split among a team.
- 3<sup>rd</sup> prize is a \$25 gift card (individual) and \$50 split among a team.

## **2015 Be Tick Smart High School Video Contest: Topics and Reference Material**

### **Lyme disease Prevention -- Required Messages:**

- Use insect repellants
- Wear protective clothing
- Perform daily tick checks and remove ticks promptly

### **Examples of Other Possible Topics**

- What is Lyme disease?
- Who is at risk of getting Lyme disease in Vermont?
- What are some common symptoms of Lyme disease?
- How is Lyme disease spread?
- What is a good tick habitat?
- Where are deer ticks most likely to be encountered?
- How does the deer tick life cycle play a role in the transmission of Lyme disease?

### **Reference Websites for Lyme disease**

[http://healthvermont.gov/prevent/lyme/lyme\\_disease.aspx](http://healthvermont.gov/prevent/lyme/lyme_disease.aspx)

<http://www.cdc.gov/lyme/>

<http://www.maine.gov/dhhs/mecdc/infectious-disease/epi/vector-borne/index.shtml>

### **References and Tips for Video Creation**

How to use Microsoft Windows Movie Maker <http://windows.microsoft.com/en-us/windows-vista/getting-started-with-windows-movie-maker>

[http://www.readwritethink.org/files/resources/30157\\_movie\\_maker.pdf](http://www.readwritethink.org/files/resources/30157_movie_maker.pdf)

How to use iMovie for Apple products <https://www.apple.com/support/ios/imovie/>



**2015 Be Tick Smart  
High School Video Contest  
Entry Form**

**Name of School** \_\_\_\_\_

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**Video Name/Title** \_\_\_\_\_

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**Participant Name(s):**

**Print Name**

**Signature**

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*I have read the guidelines and agree with the rules of this contest*

**Teacher/Adult's Name** \_\_\_\_\_

**Teacher/Adult's Signature** \_\_\_\_\_

**Phone Number** \_\_\_\_\_ **Date** \_\_\_\_\_

**Teacher/Adult's Email Address** \_\_\_\_\_

*I certify that this video is the work of Vermont students. I have read the guidelines and rules and found this video to be compliant. Fax the completed and signed form to Shari Levine 802-865-7701 or email to [shari.levine@state.vt.us](mailto:shari.levine@state.vt.us)*